THIS SHOOT IS GONNA BE THE SH#T!

PRE-PRODUCTION CHECKLIST

"A goal without a plan is just a ***wish***."
Antoine de Saint-Exupéry

1. Concept Development

Creating a concise direction, vision, and goal for the project

- [ ] Find purpose of video
- [ ] Define your audience
- [ ] Brainstorm main ideas
- [ ] Choose idea that is realistically executable
- [ ] Define look & feel

2. Story and Shot list

Defining the story and shots that will make up the project

- [ ] Create script
- [ ] Create characters
- [ ] Create storyboard
- [ ] Create shot list

3. Production Scheduling and Logistics

Gathering all the elements of the production and planning the practical parts of the production

- [ ] Create budget
- [ ] Scout location
- [ ] Gather proper equipment
- [ ] Choose crew
- [ ] Delegate crew jobs
- [ ] Hire characters

4. Finalizing Details

Wrapping up final elements before production

- [ ] Lock down location
- [ ] Send out call sheet
- [ ] Review previous steps with crew and characters
- [ ] Charge and set out equipment day before shoot